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## ABSTRACT

Disclosed herein is an apparatus for recording and/or reproducing data in and/or from memory cards used as recording media, each shaped like a plate and incorporating a memory. The apparatus comprises a storage section, a writing/reading section, and a transport mechanism. The storage section holds a plurality of memory cards. The writing/reading section writes and read data into and from the memory cards held in the storage section. The transport means moves either the storage section or the writing/reading section, so that data may be written into and read from the memories incorporated in the memory card that are held in the storage section. The transport means is driven, removing any selected card from the storage section, and data is read from or written into the card selected. The storage section is so designed that a part of the label on the memory card is seen from outside. The label can therefore be read, though the memory card is held in the storage section.